

Know Your Farmer, Know Your Food: “Compass Map” Overview Guide

User Map Description (Version 1)

February 2012

KYF2 Compass Map Goal and Objectives

- The KYF2 Compass Map augments and compliments the Compass Report. The initiative leverages geospatial capabilities to illustrate USDA resources, services, and competencies, and facilitate improved information exchange supporting local food systems. Frequent refresh of map content allows rapid dissemination of best practices, enables search, fosters joint ventures, and so forth, to build collaborative solutions. A key criteria for success is stakeholder community economic growth opportunities and network development, expressed in stories from the field. Stakeholders include partners and participants...
- Examples of KYF2 Partners and Participants:

- Farmers/Ranchers
- Business People
- Citizen Consumers
- Academic/Research
- Primary/Secondary Schools

- Sustainability Advocates
- Hunger and Health Advocates
- Rural/Urban Communities
- Innovators
- Agriculture Entrepreneurs

KYF2 Compass Map Structure and Capabilities

- **Structure of Map Information:** map information is organized as data layers. Double-click on a particular area on the map to zoom to a closer view, or use the slide bar to zoom down to an area of interest.
- **Selecting Data Layers:** “Legend” tab shows Compass Themes related to Compass Report; by clicking on the “Data” tab in the navigation bar on the left, you can choose to display projects by theme, type of recipient, or USDA program.
- **Finding Project Data:** where multiple projects are located in the same location, the map pin, once selected, will pop-up a window that includes a scroll arrow with the number of pages. This arrow is found toward the right in the top of the pop-up window.
- **Zoom to See More:** Some data layers only show up at a state, county, or community level to avoid confusion of too many map pins at a higher level map view. Therefore, you will need to select Data tab item then zoom in closer to see map pins.
- **Additional Data Layers:** you may also display data layers showing the density of seasonal high tunnels, or Farmers Market Nutrition Program funding; or display the outlines of county or congressional district lines.

KYF2 Compass Map Data Layer Considerations

- **Current Data Layers:** the KYF2 Compass and map presents only a portion of USDA resources available for local producers and food businesses. As part of the KYF2 initiative, USDA selected an initial list of 27 programs; the KYF2 Compass and map provide examples of these programs at work. Not every project in these programs is on the map, and there are additional programs that play a significant role that are not included in this list in the first phase of KYF2.
- **Dollar Value Summary:** it may be tempting to add up the dollar amounts displayed on the map to estimate USDA's overall monetary support for local and regional food systems – but this total would be misleading. For example, to showcase support available for local producers through the Farm Service Agency's farm loans program, the map includes several case studies in a handful of states. The actual number of local producers that have benefited from FSA backing is much greater, but total monetary support for this sector is not displayed on the map.
- **Updates:** both the map and the KYF2 website will continue to be refreshed over the coming months to showcase additional resources and projects that build jobs, economic opportunity, and community across the country.

KYF2 Compass Map Navigation: Legend Themes

"Legend" includes Compass Report Themes

The **Legend** tab view matches the Compass Report contents sections... and includes other data layers as well.

Uses slide bar to scroll down legend

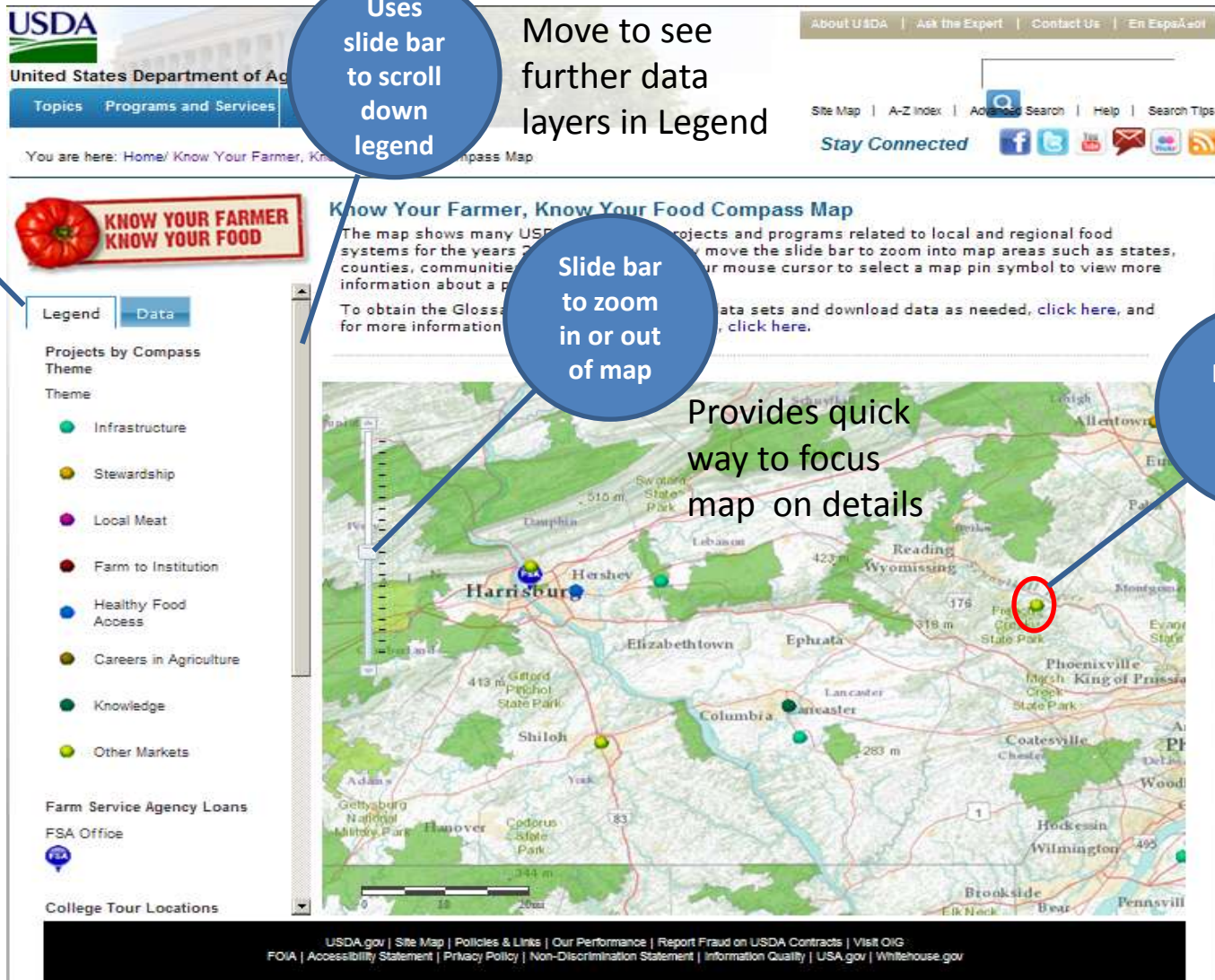
Move to see further data layers in Legend

Slide bar to zoom in or out of map

Provides quick way to focus map on details

Example of Map Pin

Click these with cursor to see pop-up window with data



KYF2 Compass Map Navigation: Data Layers

“Data” includes All Data Layers

The **Data** tab view allows selection of specific data layers to display on the map; many or few.

Select desired data layers by clicking the box

“Download” Map Data Sets in MS Excel File

Enables source data downloads

“Overview Guide” includes MS Powerpoint Slides

Overview of Map functions and navigation

The screenshot shows the USDA KYF2 Compass Map interface. At the top is the USDA logo and navigation links: 'About USDA', 'Ask the Expert', 'Contact Us', 'Site Map', 'A-Z Index', 'Advanced Search', and 'Help'. Below the logo are tabs for 'Topics', 'Programs and Services', 'Newsroom', and 'Blog'. A breadcrumb trail reads 'You are here: Home / Know Your Farmer, Know Your Food / Compass Map'. A red tomato icon with the text 'KNOW YOUR FARMER KNOW YOUR FOOD' is on the left. The main heading is 'Know Your Farmer, Know Your Food Compass Map'. Below it, a paragraph explains the map's purpose and includes a link to the Glossary. A 'Legend' tab is active, showing a list of data layers with checkboxes: 'Projects by Compass Theme' (checked), 'Projects by Recipient Type' (unchecked), 'Projects by Program' (unchecked), 'Farm Service Agency Loans' (checked), 'College Tour Locations' (checked), 'Seasonal High Tunnels' (checked), 'WIC Farmers Market Nutrition Program' (checked), 'Senior Farmer Market Nutrition Program' (unchecked), 'Congressional Districts' (unchecked), 'Counties' (unchecked), and 'World Topographic Map' (checked). A map of the Harrisburg area is displayed with various data points. A scale bar at the bottom indicates 0, 10, and 20 miles. The footer contains links to 'USDA.gov', 'Site Map', 'Policies & Links', 'Our Performance', 'Report Fraud on USDA Contracts', 'Visit OIG', 'FOIA', 'Accessibility Statement', 'Privacy Policy', 'Non-Discrimination Statement', 'Information Quality', 'USA.gov', and 'Whitehouse.gov'.

KYF2 Compass Map Navigation: Project Views

Steps to see Project data:

1. Identify Map Pin
2. Slide bar down through window to see data
3. Use Arrow to scroll through multiple projects

Map Pin colors relate to Compass Report Themes

The screenshot shows the USDA website's 'Know Your Food Compass Map'. The interface includes a top navigation bar with links like 'Topics', 'Programs and Services', 'Newsroom', and 'Blog'. A 'Legend' section on the left lists various project themes, with 'Projects by Compass Theme' selected. The map displays several pins, with one highlighted in a red circle. A 'Project Pop-up Window' is open, showing details for 'Nutricore Northeast, Inc.' in 2010, including a description of rural development funds, funding of 99,000, and a 'More info' link. A 'Pop-up Window Arrow for Scrolling' points to a right arrow in the pop-up window. A 'Pop-up Window Slide bar' points to a vertical slider on the right side of the pop-up window. A 'Map Pin Selected to see Pop-up' points to the highlighted map pin. A 'Window provides summary of project and URL links' points to the top of the pop-up window.

USDA
United States Department of Agriculture

Topics Programs and Services Newsroom Blog

You are here: Home/ Know Your Farmer, Know Your Food

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KNOW YOUR FOOD**

Legend Data

- ☒ Projects by Compass Theme
- ☐ Projects by Recipient Type
- ☐ Projects by Program
- ☒ Farm Service Agency Loans
- ☒ College Tour Locations
- ☒ Seasonal High Tunnels
- ☒ WIC Farmers Market Nutrition Program
- ☐ Senior Farmer Market Nutrition Program
- ☐ Congressional Districts
- ☐ Counties
- ☒ World Topographic Map

Project Pop-up Window (3 data Records)

Project by Compass Theme: Nutricore Northeast, Inc.

Project Title	Nutricore Northeast, Inc.
Description	Rural Development funds will be used to develop a kitchen incubator.
Recipient	Nutricore Northeast, Inc.
Year	2010
More Information	More info
Multimedia	
Funding Amount	99,000
Zoom to	

Pop-up Window Arrow for Scrolling

Pop-up Window Slide bar

Map Pin Selected to see Pop-up

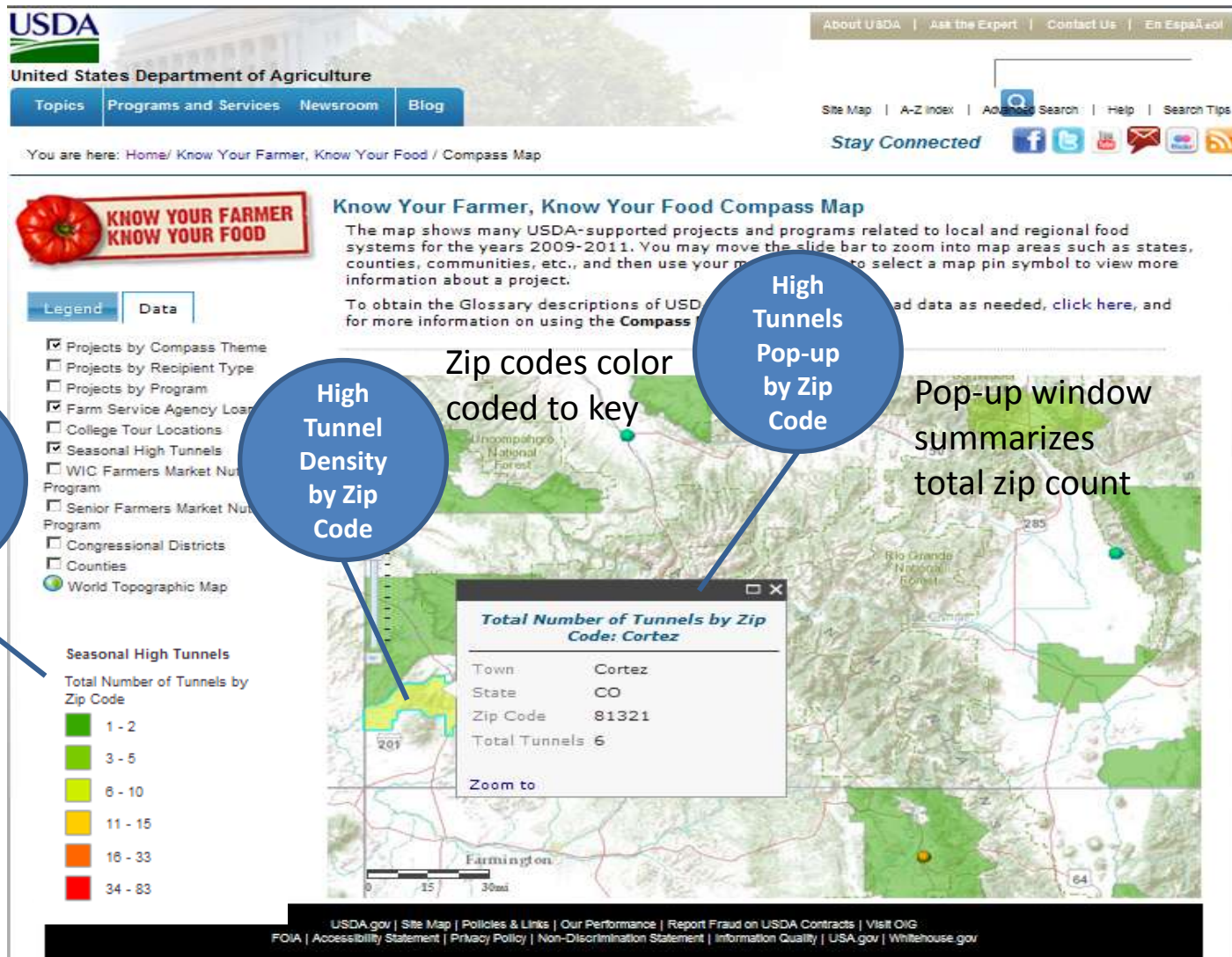
Window provides summary of project and URL links

Click to scroll through multiple data layers

Slide down to see all data fields

USDA.gov | Site Map | Policies & Links | Our Performance | Report Fraud on USDA Contracts | Visit OIG
FOIA | Accessibility Statement | Privacy Policy | Non-Discrimination Statement | Information Quality | USA.gov | Whitehouse.gov

KYF2 Compass Map Navigation: High Tunnels



Further Information:

<http://www.usda.gov/knowyourfarmer>